

HIGHLIGHTS IOD

00:00 START

Over the course of this week we are going to talk about value, we are going to talk about not just how you get there but how to translate how you get there into real business return on investment and real business value.

Information On Demand is all about access to IBM executives, come and talk to us about your business problems, how you are planning to address those problems. We are really going to be a consultant. We are going to help you understand how IBM can help you accomplish your objectives.

If I was to invest in this conference and it was only the Executive Center, I would come just for the Executive Center portion of IOD. All the other elements of IOD offers is just above and beyond what we are getting out of the Executive Center.

We really find that Information On Demand is the place where everyone in the industry comes together and everyone is here. We find that to be a great opportunity.

The agenda is wide, diverse, it hosts many, many tracts and as such there is something here for just about everybody.

There is really no place else in the world where you can get the depth of technical information direct from the people who build the software, the IBM developers.

Various industries, different disciplines; I think it is a good mix of business and IT.

People walk away from here really excited. They have had a chance to see the future, they have had a chance to influence the future.

What's next? It is about creating accelerated value, industry by industry. That is what we mean by creating an information agenda for an organization.

It is an amazing turnout. I understand that it is bigger than it was last year. Absolutely will come back because it enables me in one trip to be able to get together with all the people that I need to.

We will be here in 2009. The opportunity for networking with both IBM and customers has been invaluable.

Right now we rank this conference as number 1.

We have already made a commitment for next year.

This is the best place to be. You get to come to Las Vegas. You will get a really unique company to work with when you talk about working with IBM.

00:03:19 END